

Promotional and Community Event Grant Application

McKinney Community Development Corporation FY 2026

MCDC Mission

Staying true to voter intent, we work proactively, in partnership with others, to promote and fund community, cultural, and economic development projects that maintain and enhance the quality of life in McKinney.

Important Information

- Please read the McKinney Community Development Corporation [Grant Guidelines](#) before completing this application.
- The Grant Guidelines are available at [McKinneyCDC.org](#) or by emailing Info@McKinneyCDC.org.
- If you are interested in a preliminary review of your grant request or event idea, please [complete and submit the online Letter of Inquiry](#).
- **Applications must be submitted via online form and must be submitted no later than 5 p.m. on the deadline date.**

All applicants must submit a complete application with the following attachments and required information as detailed throughout the application to ensure Board consideration for funding.

- Detailed event description
 - Comprehensive narrative that includes event mission, goals, planning and execution timeline;
 - Planned activities pre-event and during event;
 - History of past or similar events;
 - Event budget (fundraising goals, projected revenue, funding sources);
 - Ticket price(s). (At least one category of ticket must be \$35 or under.)
 - Safety/security plan, parking/traffic management plan, weather contingency, event staffing plan.
- Target audience – Please include data from previous events if available.
 - Attendance projections (include how your calculations were made);
 - Target audience including demographics (families, young adults, seniors, all ages, ethnicity) as well as diversity of interests (arts, culture, recreation, sports, shopping, etc.);
 - Geographic reach (goal for attendees from outside of McKinney, estimated travel distance).
- Community and economic impact
 - Describe how your event will showcase McKinney for tourism and economic development for residents and visitors (shopping and dining in McKinney, hotel stays, participation in other McKinney activities).
- Marketing and promotional plan

Detailed and itemized plan and promotional budget - include strategies and channels (print ads, press releases, digital ads, social media, radio, posters, flyers, yard signs, articles, etc.);

- Social media followship and website data if available.
- Financial viability of organization (Please provide the following documentation)
 - Verification of organization's status (IRS letter of determination, W9);
 - Most recent two years of financial statements including organization's budget and profit/loss statements (audited preferred or written explanation if audit not available);

Promotional and Community Event Grant Calendar

To ensure timely and effective use of promotional grant funds, we recommend event(s) are scheduled to occur at least 4-6 months after the award notification date(s).

Cycle I

- Application Deadline: Nov. 28, 2025
- Presentation to MCDC Board: Dec. 18, 2025
- Board Vote and Award Notification: Jan. 22, 2026

Cycle II

- Application Deadline: May 30, 2026
- Presentation to MCDC Board: June 25, 2026
- Board Vote and Award Notification: July 23, 2026

Organization Name	SBG Hospitality
CEO / Executive Director	Lauren Stephan
Federal Tax I.D.	81-5195550
Incorporation Date	Wednesday, February 1, 2017
Mailing Address	7200 W University Drive, STE 210 McKinney, TX, 75071
Phone Number	(318) 527-9221
Email	hello@sbghospitality.com
Website	www.sbghospitality.com
Social Media	@sbghospitality

Please provide a detailed narrative about your organization including year established, mission, goals, scope of services, staff, successes, contribution to community, etc.

SBG Hospitality was founded in 2017 by Lauren Stephan with the vision of creating exceptional local events and festivals to connect local businesses with community residents and support local non-profits. Over the years, we have grown into a full-scale event production company, organizing large-scale food and wine festivals and partnering with esteemed organizations such as the Academy of Country Music for their kickoff events. Our portfolio also includes ongoing arts and entertainment programming for developments like District 121, local community Sip + Stroll events, 5k fun runs, vendor markets in collaboration with TUPPS Brewery, and community grand openings with various developers.

While our primary focus is in Collin County, we have expanded to host events in the Houston market. Our dedicated team of seven full time event professionals was honored with the McKinney Tourism Partner of the Year award in 2023. Almost every event we organize aims to give back to local non-profits, and this year for the McKinney Sip + Stroll alone we contributed a total of \$11,237.07. We continue to enrich our local communities by creating enjoyable and affordable experiences that promote local charities and boost tourism in McKinney.

Select One	<div>For-Profit Corporation</div>
Is the representative information same as above?	<div>No</div>
Representative Completing Application	Airess Eatmon Gonzalez Vice President of Operations
Mailing Address	7200 W University Drive, STE 210 McKinney, TX, 75071
Phone Number	(972) 532-1751
Email	events@sbghospitality.com
Is the contact for communications between MCDC and the organization same as above?	<div>Yes</div>
Total Amount Requested	\$15,000
Are matching funds available?	<div>No</div>
Have you received or will funding be requested from any other City of McKinney entity (e.g. Visit McKinney, Arts Commission, City of McKinney Community Support Grant)?	<div>No</div>
If applicable, please indicate the name of the events, year(s) and amount(s) of MCDC funding received in the past five years.	McKinney Sip + Stroll Series 2021, 2022, 2023, 2024, 2025 - \$15,000

Information about the promotional / community event for which you are seeking funding.

Date(s) of Event	03/14/26, 06/20/26, 7/11/26, 10/31/26
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Location(s) Various Merchant Shops around Historic Downtown McKinney

Ticket Prices

Tickets for the St. Patrick's Day Beer Walk, Craft Beer Walk and Spooktacular Brews + Boos will be priced at \$35. The cost for tickets to the Margarita Stroll will start at \$35.

Is this the first time for this event?

If not, what is the history for the event (beginning in what year and how often is it held)?

The event has been held every year since 2021 for the same strolls.

How does event showcase McKinney for tourism and/or business development?

The Sip + Stroll Series attracts thousands of customers to local businesses in Historic Downtown McKinney. Attendees enjoy shopping at various merchant shops while tasting beverages, with many choosing to have lunch before participating or staying for dinner afterwards.

Does the event support a non-profit (other than applicant)?

If yes, what organization(s) are supported? McKinney Main Street, Leia's Kids, One Heart McKinney, Traffick911

What percentage of revenue will be donated (indicate gross or net)? In 2025, we donated a total of \$11,237.07.

Expected total attendance and how calculations were made. Our total expected attendance is 4,600; this estimate reflects past attendance and merchant shop capacity.

Expected percentage of attendees coming from outside of McKinney. 79%

Total attendance from previous event(s) (if applicable)

21 of attendees from McKinney at the previous event.
percentage

79 of attendees from outside of McKinney at the previous event.
percentage

Geographic Reach (estimated travel distance) 25 mile radius

Describe the TARGET AUDIENCE to include:

- Demographics (i.e. families, young adults, seniors, all ages, ethnic diversity)
- Diversity of interests (i.e. arts, culture, recreation, sports, shopping, etc.)

Our target audience consists of individuals in their late 20's to mid-40's. We focus on singles and couples who are meeting up for engaging activities that include shopping and experiencing the charm of Historic Downtown McKinney, followed by enjoying a meal at one of the local eateries.

FINANCIAL GOALS FOR EVENT OF PROMOTIONAL / COMMUNITY EVENT

Gross Revenue	\$194,750
Projected Expenses	\$83,353.11
Net Revenue	\$111,396.89

Please provide funding sources and dollar amounts associated with each of the following.

Sponsorship Revenue	\$18,000
Registration Fees	\$161,000
Donations	\$0
Other (raffle, auction, etc.)	\$15,750
Net Revenue	\$111,396.89

Metrics to evaluate success of event. Outline the metrics that will be used to evaluate success of the proposed event (attendance, reach from across targeted audiences, funds raised, tickets sold, etc). If funding is awarded, a final report will be required summarizing success in achieving objectives outlined for the event.

The success of the event will be measured by the number of tickets sold. Additionally, we will track the number of impressions generated through social media campaigns, as well as monitor open and click rates on emails and text messages, and web traffic.

Provide a comprehensive narrative that includes:

- Mission, goals, planning and execution timeline
- Planned activities (pre-event and during event)
- History of past or similar events
- Safety/security plan, parking/traffic management plan, weather contingency, event staffing plan

The Sip + Stroll Series attracts both local residents and visitors to Downtown McKinney, bringing them into the shops to engage with local merchants, spend money and enjoy delicious beverages while taking in the sights of beautiful Downtown McKinney. These walks not only boost sales and foot traffic for downtown merchants, but also consistently promotes Downtown McKinney, keeping it top of mind for Collin County shoppers. The events attract McKinney residents and draw many visitors to the area. Our growth and expansion goals include reaching the same capacity for each walk a the popular Margarita Stroll.

Prior to the event, our team will work closely with merchant shops to confirm set-up details and logistics, ensuring each partner feels supported and prepared. The day before we will personally visit each shop to deliver stroll items and finalize arrangements, reinforcing strong community connections. On the event day, our team will oversee final preparations to guarantee all stops are ready to welcome attendees, who will then enjoy visiting each location during their designated ticket time frame. In addition, our team creates a detailed safety plan for each walk to ensure the well-being of the merchants, our staff, and, most importantly, the attendees. This schedule not only ensures smooth operations, but also highlights the collaborative spirit, safety, and local business engagement that makes the McKinney Sip + Stroll Series a meaningful community experience.

Describe how your event will showcase McKinney for tourism and economic development for residents and visitors (shopping and dining in McKinney, hotel stays, participation in other McKinney activities, etc.)

The McKinney Sip + Stroll Series attracts thousands of customers to local businesses in Historic Downtown McKinney. Attendees enjoy shopping at various merchant shops while tasting beverages, with many choosing to have lunch before participating or staying for dinner afterwards.

Provide a detailed and itemized promotional plan and budget for the event(s). Plan should include promotional channels (print ads including publication names, social media, radio, posters, flyers, yard signs, etc.)

Promotional Channel	Budget
Social Media Campaign (Facebook, Instagram)	\$10,000
PR Assistance (Premier)	\$2,472
Event Flyers	\$392
Creative Assistance (Upwork, The Neighborhood Reach)	\$600
Mass Text Messaging	\$4,000
Quickdraw T-Shirts	\$1,411

Event Marketing Plan and Budget Attachment

 2026 MCDC Grant Application Sip _ St... .pdf

Total Promotional Budget \$18,875.00

Does your marketing plan include components specifically designed to promote your event(s) within the ethnically diverse communities that call McKinney home? Please share details.

Yes, our marketing plan does include components specifically designed to promote within ethnically diverse communities that call McKinney home. We will reach ethnically diverse individuals through inclusive social media campaigns and community-based flyer distribution in Downtown McKinney.

What percentage of the total marketing budget does the grant represent?

93%

Marketing lessons learned from past events (if applicable).

Social media platforms such as Facebook and Instagram continue to be highly effective in reaching our target audiences and driving engagement. We have also seen consistent success through phone and email campaigns, supported by a robust database of more than 43,000 local Collin County email addresses and 21,000 phone numbers. These channels have proven reliable in connecting with diverse community members, and moving forward, we will continue leveraging them as primary avenues to ensure strong outreach and participation.

If applicable, please include examples of past marketing efforts (screen shots of ads, posters, social posts, radio text, etc.)

www.mckinneysipandstroll.com, <https://www.facebook.com/McKinneysipandstroll>

Additional details related to marketing efforts.

www.mckinneysipandstroll.com, <https://www.facebook.com/McKinneysipandstroll>

Metrics to evaluate success of marketing/promotional plan: Outline the metrics that will be used to evaluate overall success of the executed promotional plan. If funding is awarded, this should be included in the final report. (success in reaching new audiences, social media data, website analytics, etc).

We will measure the success of the event through a variety of metrics, including ticket sales and feedback from sponsors, vendors and merchants regarding their experience and outcomes. Our advertising and marketing efforts will be evaluated by tracking email open and click rates, social media impressions, and overall audience reach. In addition, attendee data such as zip codes and other collected information will be analyzed to provide deeper insights into community engagement and the event's impact.

Please provide:

- Verification of organization’s status (IRS letter of determination, W9, etc.)
- Most recent two years of financial statement including organization’s budget and profit/loss statement (Audited is preferred or written explanation if audit not available.)

Budget

 MCDC Grant - 2026 McKinney Sip _ Str....pdf

Financial Statements

 SBG TX Franchise 2024 and 2025.pdf

W9

 2025 SBG Hospitality form W9.pdf

All Applicants must submit a complete application with the following attachments and required information as detailed throughout the application to ensure the Board consideration for funding

Procedure

Application completed and submitted prior to deadline (5:00 PM on deadline date)

Application Submitted via online form

Organization and Financial Information

Completed all organizational information

Provided documentation of organization status (IRS letter, W9)

Two most recent years of financial statements (budget + profit & loss) (audited if available)

Event Description

Missions, goals, execution timeline, programming/activities, budget

Event dates, times, and location(s)

Cultural or community relevance

Target audience (numbers, demographics, geographic reach, diversity, past data)

Community & Economic Impact

Description of how the event promotes tourism and economic development

Economic impact projections

Benefits to McKinney residents and the community's quality of life

Marketing & Promotional Plan

Itemized marketing plan and budget

List of marketing channels (print, digital, radio, social, etc.)

Promotional time

Social media engagement data and website analytics (if available)

Completed applications that are eligible for consideration by MCDC will be presented to the board according to the schedule outlined on this application. Presentations will be limited to five (5) minutes, followed by time for questions from the Board. **Please be prepared to provide the information outlined below in your presentation:**

- Summary of organization and goals.
- Summary of event(s) to include dates, location, ticket prices, target audience, estimated attendance from within and outside of McKinney (and past attendance if applicable), event and pre-event activities, how event supports your organization's mission, non-profit beneficiary if applicable,
- Event logistics including timeline, safety/security, parking/traffic management
- How your event showcase McKinney for tourism and economic development
- Specific marketing plans for event(s) including promotional channels and budget for each.
- Past promotional success and lessons learned (if applicable).
- Percentage of total marketing budget that this grant application represents.
- The Promotional/Community Event for which financial assistance is sought will be administered by or under the supervision of the applying organization.
- All funds awarded will be used exclusively for advertising, marketing and promotion of the Promotional/Community event described in this application.

- Recognition to MCDC:
 - MCDC will be recognized in all marketing, advertising, outreach and public relations as a funder of the Promotional/Community Event. A logo will be provided by MCDC for inclusion on all advertising, marketing and promotional materials. Specifics for audio messaging will be agreed upon by applicant and MCDC and included in an executed performance agreement.
 - Grant recipients are encouraged to use graphics and text from the MCDC Grantee Toolkit (to be provided to all grant recipients) for posts/ads to help share how MCDC partners with your organization.
- The Organization officials who have signed the application are authorized by the organization to submit the application;
- Applicant will comply with the MCDC Grant Guidelines in executing the Promotional/Community Event for which funds were received.
- Applicant gives permission for the use of Board presentation images and other published event images on MCDC and City of McKinney website and social media content and print/digital publications.
- Applicant will provide a final report of the Promotional/Community Event(s) no later than 30 days following the completion of the Promotional/Community Event(s). Applicant may choose to use the [online form for Final Report](#) or email Final Report to info@mckinneycdc.org. If emailed, Final Report may be in any format. All Final Reports should include:
 - narrative report on the event(s),
 - goals and objectives achieved based on performance metrics outlined in the application,
 - financial data (budget vs. actual expenses and revenues along with explanation for variances,
 - amount donated to charity (if applicable),
 - samples of marketing efforts (images of printed materials and ads, screenshots of website and online promotions),
 - statement/examples demonstrating how grant recipient promoted MCDC as a partner, and
 - photos and/or video of the event(s).
- Grant funding is provided on a reimbursement basis subsequent to submission of a reimbursement request, with copies of invoices and paid receipts for qualified expenses. Up to 20% of the grant awarded may be withheld until the **final report on the Promotional/Community Event is provided to MCDC**.
- Funds granted must be used within one year of the date the grant is approved by the MCDC board.

Applicant Electronic Signature

We certify that all figures, facts, and representations made in this application, including attachments, are true and correct to the best of our knowledge.

Selecting this option indicates your agreement with the above statement.


Chief Executive Officer



Date

Friday, November 28, 2025

Representative Completing Application



Date

Friday, November 28, 2025

Notes

- Incomplete applications or those received after the deadline will not be considered.
- A final report must be provided to MCDC within 30 days of the event / completion of the Promotional / Community Event.
- Final payment of funding awarded will be made upon receipt of final report.
- Please use the Final Report to report your results. A PDF version is also available.

Mckinney St. Patrick's Day Beer Walk Expenses			Mckinney Craft Beer Walk Expenses			Mckinney Margarita Stroll Expenses			Mckinney Spooktacular Brews & Boos		
Business	Product/Service	Cost	Business	Product/Service	Cost	Business	Product/Service	Cost	Business	Product/Service	Cost
Uhaul & Gas	Truck Rental	\$ 269.85	Uhaul & Gas	Truck Rental	\$ 178.73	Uhaul	Uhaul & Gas	\$ 248.20	Uhaul	Truck Rental	\$ 222.21
Trinity Staffing	Bartenders	\$ 4,331.25	Trinity Staffing	Bartenders	\$ 4,224.00	Trinity Staffing	Bartenders	\$ 6,600.00	Trinity Staffing	Bartenders	\$ 4,488.00
Best Ice to Go	Ice	\$ 793.11	Best Ice to Go	Ice	\$ 1,637.98	Best Ice to Go	Ice	\$ 1,805.23	David Ochoa	Videographer	\$ 1,500.00
Ashley Gongora	Photographer	\$ 300.00	David Ochoa	Videographer	\$ 1,500.00	David Ochoa	Viedographer	\$ 1,500.00	Ashley Gongora	Photographer	\$ 300.00
Labor Team	Labor	\$ 3,356.25	Stefanie Williams	Photographer	\$ 172.50	Stefanie Williams	Photographer	\$ 172.50	ICE	ICE	\$ 724.47
Party Express	Beads	\$ 252.22	Labor Team	Labor	\$ 2,452.60	Labor Team	Labor	\$ 3,675.00	Caddillac	Lunch	\$ 178.28
Tossware	Taster Cups	\$ 998.21	Photobooth	Photobooth	\$ 800.00	Amazon	Leis	\$ 345.72	Labor	Labor	\$ 3,175.00
Photobooth	Photobooth	\$ 800.00	Tossware	Taster Cups	\$ 1,034.88	Bene Keith	Mixes/Garnishes	\$ 2,098.41	Photobooth	Photobooth	\$ 800.00
Quickdraw T-Shirts	T-Shirts	\$ 332.00	Upwork	Graphic Design	\$ -	Specs	Tequila/Triple Sec	\$ 1,177.74	Quickdraw	T-Shirts	\$ 332.00
Amazon	Wristbands	\$ 45.50	The Neighborhood Reach	Signage	\$ 221.91	MISC Supplies (Walmart/Lowes/Amazon)	Misc. Supplies	\$ 193.62	Advertising & Promotion	Facebook/Text/Influencer	\$ 3,523.25
Cadillac	Lunch	\$ 258.49	Advertising & Promotion	Facebook/Text/influencer	\$ 3,622.03	Amazon	Wristbands & Tablecloths	\$ 213.55	Flyers/Artwork	Marketing	\$ 71.47
Amazon/lowes	Misc. Supplies	\$ 130.34	Bargain Basement Printing	Flyers	\$ 98.96	Amazon	Disposable Cups	\$ 726.44	Misc Supplies	Décor/Wristbands/trash bags	\$ 54.60
			Misc Supplies (wristbands, décor, tablecloths)	Misc Supplies	\$ 106.01	Tossware	Taster Cups	\$ 2,095.63	Uline	Trash Cans	\$ -
			Cadillac Pizza	Lunch	\$ 191.87	Photobooth	Photobooth	\$ 800.00	Neighborhood Reach	Signage	\$ 319.34
			Advertising & Promotion	Facebook, text, influencer	\$ 4,235.00	The Neighborhood Reach	Signage	\$ 221.91	Tossware	Event Taster	\$ 1,034.88
			Upwork	Signage	\$ -	Advertising & Promotion	Facebook/Text/Influencer	\$ 4,095.91	Traffick911	Donation	\$ 1,500.00
			The Neighborhood Reach	Signage	\$ 265.00	Upwork	Graphic Design	\$ -		Total	\$ 18,223.50
				Videographer	\$ -	Quickdraw Shirts	T-Shirts	\$ 373.50			
			Leia's Kids	Donation	\$ 1,500.00	Bargain Basement Printing	Flyers	\$ 98.88			
				Total	\$ 18,178.69	Loyo Burger	Friday Lunch	\$ 84.36			
						Cadillac Pizza	Saturday Lunch	\$ 216.35			
						Uline	Trash Cans	\$ 193.00			
						Traffick911	Donation	\$ 1,500.00			
						Amazon	Props & Décor	\$ -			
							Total	\$ 28,435.95			

[CLICK HERE](#)



FOR THE FULL BEER
WALK PHOTO
ALBUM!

[SOCIAL MEDIA ADS:](#)

- IMPRESSIONS: 359,732
- LINK CLICKS: 8,243
- EVENT REACH: 151,091

MASS TEXT



EVENT FLYER

[CLICK HERE](#)
FOR THE FULL BEER
WALK PHOTO
ALBUM!

[SOCIAL MEDIA ADS:](#)

- IMPRESSIONS: 249,755
- LINK CLICKS: 4,328
- EVENT REACH: 89,370

MASS TEXT





CLICK HERE
TO VIEW MORE PHOTOS OF THE
MCKINNEY
MARGARITA STROLL!

SOCIAL MEDIA ADS:

- IMPRESSIONS: 210,716
- LINK CLICKS: 5,807
- EVENT REACH: 81,262



The McKinney Margarita Stroll presented by Russell Realty is happening this Saturday, July 12th in Historic Downtown McKinney!

Sip margaritas at 15 stops, plus enjoy 5 BONUS stops with spritzers, craft beer, and more! Explore the charm of Downtown McKinney, shop local vendors, and snap a pic at the complementary photo booth.

It's the perfect way to spend your Saturday in McKinney! Get your tickets now! Reserve passes here: tixet.to/19Ym/709639260

SBG Hospitality

MASS TEXT



CLICK HERE
TO VIEW MORE PHOTOS OF THE
SPOOKTACULAR BREWS AND BOOS
WALK!

SOCIAL MEDIA ADS:

- IMPRESSIONS: 307,407
- LINK CLICKS: 2.192
- EVENT REACH: 121,550

TX 2024 05-102
Ver. 15.0 (Rev.9-23/34)

Texas Franchise Tax Public Information Report

To be filed by Corporations, Limited Liability Companies (LLC), Limited Partnerships (LP), Professional Associations (PA) and Financial Institutions

■ Tcode 13196 Franchise

■ Taxpayer number

■ Report year

Due date

You have certain rights under Chapter 552 and 559, Government Code, to review, request and correct information we have on file about you. Contact us at 800-252-1381.

32062757284		2024	11/15/2024
Taxpayer name SBG HOSPITALITY LLC			<input type="checkbox"/> Check box if the mailing address has changed.
Mailing address 7200 W UNIVERSITY SUITE 210			Secretary of State (SOS) file number or Comptroller file number
City MCKINNEY	State TX	ZIP code plus 4 75071-7202	0802639642

☐ Check box if there are currently no changes from previous year; if no information is displayed, complete the applicable information in Sections A, B and C.

Principal office 7200 W UNIVERSITY SUITE 210 MCKINNEY	TX75071-7202
Principal place of business 7200 W UNIVERSITY SUITE 210 MCKINNEY	TX75071-7202

You must report officer, director, member, general partner and manager information as of the date you complete this report.



Please sign below! This report must be signed to satisfy franchise tax requirements.

3206275728424

SECTION A Name, title and mailing address of each officer, director, member, general partner or manager.

Name LAUREN STEPHAN	Title MANAGING MEMBER	Director <input checked="" type="checkbox"/> YES	Term expiration m m d d y y
Mailing address 2509 TREMONT BLVD	City MCKINNEY	State TX	ZIP Code 75071
Name ANDREW STEPHAN	Title	Director <input type="checkbox"/> YES	Term expiration m m d d y y
Mailing address 2509 TREMONT BLVD	City MCKINNEY	State TX	ZIP Code 75071
Name	Title	Director <input type="checkbox"/> YES	Term expiration m m d d y y
Mailing address	City	State	ZIP Code

SECTION B Enter information for each corporation, LLC, LP, PA or financial institution, if any, in which this entity owns an interest of 10 percent or more.

Name of owned (subsidiary) corporation, LLC, LP, PA or financial institution NONE	State of formation	Texas SOS file number, if any	Percentage of ownership
Name of owned (subsidiary) corporation, LLC, LP, PA or financial institution	State of formation	Texas SOS file number, if any	Percentage of ownership

SECTION C Enter information for each corporation, LLC, LP, PA or financial institution, if any, that owns an interest of 10 percent or more in this entity.

Name of owned (parent) corporation, LLC, LP, PA or financial institution NONE	State of formation	Texas SOS file number, if any	Percentage of ownership
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Registered agent and registered office currently on file (see instructions if you need to make changes)		You must make a filing with the Secretary of State to change registered agent, registered office or general partner information.	
Agent: LAUREN STEPHAN			
Office: 2509 TREMONT BOULEVARD	City: MCKINNEY	State: TX	ZIP Code: 75071

The information on this form is required by Section 171.203 of the Tax Code for each corporation, LLC, LP, PA or financial institution that files a Texas Franchise Tax Report. Use additional sheets for Sections A, B and C, if necessary. The information will be available for public inspection.

I declare that the information in this document and any attachments is true and correct to the best of my knowledge and belief, as of the date below, and that a copy of this report has been mailed to each person named in this report who is an officer, director, member, general partner or manager and who is not currently employed by this or a related corporation, LLC, LP, PA or financial institution.			
sign here ▶	Title MANAGING MEMBER	Date 05/28/2024	Area code and phone number 318-527-9221

Texas Comptroller Official Use Only



VE/DE	<input type="checkbox"/>	PIR IND	<input type="checkbox"/>
PM Date			

**Acknowledgement and General Information for
Taxpayers Who File Returns Electronically**

Thank you for taking part in the Texas e-file Program.

SBG HOSPITALITY LLC
7200 W UNIVERSITY SUITE 210
MCKINNEY, TX 75071-7202

- [X] Your 1120S Texas corporate return for tax year ending December 31, 2023 is being filed electronically with Texas by the services of Andre + Associates PC.
- [X] Your return was accepted by Texas on 06/06/24, and the Submission ID number assigned to your return is 75020220241580006367.

Since you are filing your return electronically, PLEASE DO NOT SEND A PAPER COPY OF YOUR RETURN TO TEXAS. IF YOU DO, IT WILL DELAY THE PROCESSING OF THE RETURN.

Acknowledgement Process

Texas will notify your electronic return originator when they accept your return, usually within 48 hours. If your return was not accepted, Texas will notify your electronic return originator of the reasons for rejection.

If You Need to Make a Change to Your Return

If you need to make a change or correct the return you filed electronically, you should file an amended return on paper with Texas.

**Request for Taxpayer
Identification Number and Certification**

Go to www.irs.gov/FormW9 for instructions and the latest information.

**Give form to the
requester. Do not
send to the IRS.**

Before you begin. For guidance related to the purpose of Form W-9, see *Purpose of Form*, below.

Print or type. See Specific Instructions on page 3.	1 Name of entity/individual. An entry is required. (For a sole proprietor or disregarded entity, enter the owner's name on line 1, and enter the business/disregarded entity's name on line 2.) SBG Hospitality LLC	
	2 Business name/disregarded entity name, if different from above.	
	3a Check the appropriate box for federal tax classification of the entity/individual whose name is entered on line 1. Check only one of the following seven boxes. <input type="checkbox"/> Individual/sole proprietor <input type="checkbox"/> C corporation <input type="checkbox"/> S corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate <input checked="" type="checkbox"/> LLC. Enter the tax classification (C = C corporation, S = S corporation, P = Partnership) S Note: Check the "LLC" box above and, in the entry space, enter the appropriate code (C, S, or P) for the tax classification of the LLC, unless it is a disregarded entity. A disregarded entity should instead check the appropriate box for the tax classification of its owner. <input type="checkbox"/> Other (see instructions) _____	4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3): Exempt payee code (if any) _____ Exemption from Foreign Account Tax Compliance Act (FATCA) reporting code (if any) _____ (Applies to accounts maintained outside the United States.)
	3b If on line 3a you checked "Partnership" or "Trust/estate," or checked "LLC" and entered "P" as its tax classification, and you are providing this form to a partnership, trust, or estate in which you have an ownership interest, check this box if you have any foreign partners, owners, or beneficiaries. See instructions <input type="checkbox"/>	
	5 Address (number, street, and apt. or suite no.). See instructions. 7200 W University Drive, Suite 210	Requester's name and address (optional)
	6 City, state, and ZIP code Mckinney, TX 75071	
7 List account number(s) here (optional)		

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

Note: If the account is in more than one name, see the instructions for line 1. See also *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Social security number									
			-				-		
or									
Employer identification number									
8	1		-	5	1	9	5	5	0

Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
2. I am not subject to backup withholding because (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
3. I am a U.S. citizen or other U.S. person (defined below); and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and, generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign Here	Signature of U.S. person <i>Lauren Stephan</i>	Date <i>4/22/24</i>
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General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.

What's New

Line 3a has been modified to clarify how a disregarded entity completes this line. An LLC that is a disregarded entity should check the appropriate box for the tax classification of its owner. Otherwise, it should check the "LLC" box and enter its appropriate tax classification.

New line 3b has been added to this form. A flow-through entity is required to complete this line to indicate that it has direct or indirect foreign partners, owners, or beneficiaries when it provides the Form W-9 to another flow-through entity in which it has an ownership interest. This change is intended to provide a flow-through entity with information regarding the status of its indirect foreign partners, owners, or beneficiaries, so that it can satisfy any applicable reporting requirements. For example, a partnership that has any indirect foreign partners may be required to complete Schedules K-2 and K-3. See the Partnership Instructions for Schedules K-2 and K-3 (Form 1065).

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS is giving you this form because they